

03/19/01  
J1058 U.S. PTO

03-20-01

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# UTILITY PATENT APPLICATION TRANSMITTAL

10/61/01  
03/19/01  
15872 U.S. PTO  
09/812036

Address to: <b>Box PATENT APPLICATION</b> <b>Assistant Commissioner for Patents</b> <b>Washington, DC 20231</b>	Attorney Docket No. <b>FDC 0502 PUS</b>
	Inventor(s) or Application Identifier: <b>Ian Drysdale et al</b>

1. This application entitled is: METHOD AND SYSTEM FOR PROVIDING A TARGETED ELECTRONIC COMMUNICATION.

- a. ☒ A new application under 37 C.F.R. § 1.53(b).
- b. ☐ A continuation divisional or continuation-in-part application under 37 C.F.R. § 1.53(b) of prior application Serial No.   /   filed on   , entitled   .

Application elements and other attached papers:

2. ☒ Specification (incl. Claims and Abstract) [Total Pages 21]
3. ☒ Drawings (☐ informal ☒ formal) [Total Sheets 6]
4. ☒ Oath or Declaration
- a. ☒ Newly-executed
- b. ☐ Copy from a prior application (37 C.F.R. § 1.63(d))
5. ☐ Incorporation By Reference: The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Item 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
6. ☐ This application is filed by fewer than all the inventors named in the prior application, 37 C.F.R. § 1.53(d)(4).
- a. ☐ **DELETE** the following inventor(s) named in the prior nonprovisional application:  
\_\_\_\_\_
- b. ☐ The inventor(s) to be deleted are set forth on a separate sheet attached hereto.

## CERTIFICATION UNDER 37 C.F.R. § 1.10

I hereby certify that this UTILITY PATENT APPLICATION TRANSMITTAL and the documents referred to as attached therein are being deposited on the below date with the United States Postal Service in an envelope as "Express Mail Post Office to Addressee" addressed to: Box Patent Application, Assistant Commissioner for Patents, Washington, D.C. 20231.

Express  
Mail Label No. EK758486276US

Date of Deposit: March 19, 2001

Kaye Miller  
(Type or print name of person mailing paper)

Kaye Miller  
(Signature of person mailing paper)

## 7. Preliminary Amendment:

- a. ☐ A Preliminary Amendment is attached.
- b. ☐ Cancel in this application original claims \_\_\_\_\_ of the prior application before calculating the filing fee.
- c. ☐ Please amend the specification by inserting before the first line the sentence:  
 "This is a  
       ☐ continuation  
       ☐ divisional  
 of copending application(s)  
       Serial number     /     filed on                                 ."
- d. ☐ A Petition to Suspend Prosecution For The Time Necessary to File An Amendment (New Application Filed Concurrently) is attached.

## 8. Small entity status:

- a. ☐ A small entity statement is attached.
- b. ☐ A small entity statement was filed in the prior nonprovisional application and such status is still proper and desired.
- c. ☐ Is no longer desired.

## 9. Fee Calculation:

FOR	NUMBER FILED	NUMBER EXTRA	RATE	CALCULATIONS
TOTAL CLAIMS (37 C.F.R. § 1.16(c))	37 -20 =	17	X 18.00	306.00
INDEPENDENT CLAIMS (37 C.F.R. § 1.16(b))	5 -3 =	0	X 78.00	156.00
MULTIPLE DEPENDENT CLAIMS (if applicable) (37 C.F.R. § 1.16(d))			260.00	
			BASIC FEE (37 C.F.R. § 1.16(a))	760.00
Total of above Calculations =				1172.00
Reduction by 50% for filing by small entity (Note 37 C.F.R. §§ 1.9, 1.27, 1.28)				
Assignment Recordal Fee			40.00	40.00
TOTAL =				1212.00

10. ☒ A check in the amount of \$ 1212.00 is enclosed.
11. ☒ The Commissioner is hereby authorized to credit overpayments or charge the following fees (or any deficiency therein) to Deposit Account No. 50-1444 :
- a. ☒ Fees required under 37 C.F.R. § 1.16.
- b. ☒ Fees required under 37 C.F.R. § 1.17.

12. Maintenance of Copendency of Prior Application

- ☐ A request for extension of time and the appropriate fee have been filed in the pending **prior** application (or are being filed in the prior application concurrently herewith) to extend the period for response until \_\_\_\_\_.

13. ☐ An Information Disclosure Statement (IDS) is attached, along with the following indicated attachments thereto:

- a. ☐ Form PTO/SB/08 (\_\_\_\_\_ sheet(s))
- b. ☐ Copies of references cited

14. ☐ Certified copy of priority document(s)

15. ☒ Return Receipt Postcard

16. ☐ Other: \_\_\_\_\_

17. ☒ An Assignment of the invention to First Data Corporation

- a. ☒ is attached.
- b. ☐ was recorded on \_\_\_\_\_ at Reel \_\_\_\_, Frame \_\_\_\_.

18. The power of attorney in the prior application is to:

\_\_\_\_\_  
Name of Attorney of Record

\_\_\_\_\_  
Reg. No.

- ☐ The power appears in the original papers in the prior application.
- ☐ The power does not appear in the original papers, but was filed on \_\_\_\_\_.
- ☐ A new power has been executed and is attached.

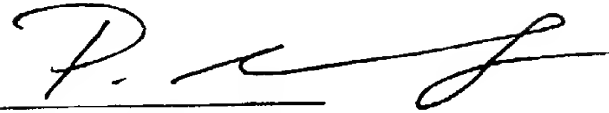
19. Correspondence Address: Please address all future communications to:

Paul M. Schwartz,  
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Atty. Dkt. No.: FDC 0502 PUS

Respectfully submitted,

Date 3-19-01



Name: Paul M. Schwartz  
Registration No.: 33,278

☒ Attorney or agent of record  
☐ Filed under Rule 34(a)

FILED "3-22-01" 3:06 PM '01